

# You can do it!

You can switch down to lower tar and still get satisfying taste.

9999999999999999  
Mr. Sample A. Sample  
1234 Sample Street  
Sampleville, US 12345-6789

Dear Mr. Sample,

Yes, you can enjoy satisfying flavor in a low-tar cigarette: You've got Merit! Whether you choose Merit, Merit Ultra Lights or Merit Ultima, you'll get genuine smoking enjoyment at every level of low tar.

And now, switching down to Merit isn't only easy, it's free! Redeem this coupon for a free pack. You can't beat the deal. But you bet you can enjoy the flavor!

Yours,  
*Norma Suter*  
Norma Suter  
Merit

P.S. Don't forget. The coupon is good for a FREE Pack of any style Merit!



Low

Lower

Lowest

You can do it for Free!



**FREE**  
Pack  
of any style Merit.

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MANUFACTURER'S COUPON EXPIRES: 4/30/94

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You've  
got  
**MERIT**



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